

# E-TALENT SOCIAL MEDIA CHECKLIST

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“Review, Schedule and Strategize”



A M E R I C A ' S  
**NAVY**®



# E-TALENT SOCIAL MEDIA CHECKLIST

## DAILY:

- ☐ Reply to incoming messages ASAP
- ☐ Check alerts for brand mentions and respond as needed (hashtags, tags, or searches)
- ☐ Monitor for untagged mentions and related keywords and respond as needed
- ☐ Check current trending topics for language to include and avoid
- ☐ Schedule posts according to effective times of day:
  - ☐ 5-10 times daily for Twitter
  - ☐ 1-2 times daily for Facebook
  - ☐ 1-2 times on Snap Chat
  - ☐ 1-3 times daily for Instagram
  - ☐ Update Instagram Story
  - ☐ 1 time daily for LinkedIn
- ☐ Review products and services for upcoming posts (America's Navy, U.S Navy, CNRC FB)
- ☐ Work on original content: blogs, videos, encouraging podcasts, etc.
- ☐ Monitor competitor platforms for ideas, responses, trends (other military branches)
- ☐ Engage with active followers and fans (Respond, comment, DM, or converse)

## WEEKLY:

- ☐ Connect with influencers in the space (other Recruiters, COI, Community, Schools)
- ☐ Check analytics and adjust scheduling and topics as needed (Insights)
- ☐ Create and monitor weekly goals for engagement, consistency, and growth
- ☐ Strategize with colleagues
- ☐ Check analytics for paid ads and adjust as needed (FB Boost, and IG to flow to FB Page)

## MONTHLY:

- ☐ Check analytics for all platforms and consider needed adjustments to scheduling, topics
- ☐ Research and try a new strategy each month; flag for follow-up analytics
- ☐ Set goals and reminders for the next month

## QUARTERLY

- ☐ Review analytics quarterly and consider needed adjustment to scheduling, topics
- ☐ Consider strategy changes for paid and organic audiences
- ☐ Review new strategies—integrate winning attempts and discard those that didn't get results

## ANNUALLY:

- ☐ Review analytics annually and consider needed adjustment to scheduling, topics
- ☐ Consider strategy changes for paid and organic audiences
- ☐ Consider brand messaging and adjust as needed
- ☐ Research platform development, growth, losses